

EXECUTIVE DEPARTMENT  
STATE OF CALIFORNIA



**A PROCLAMATION**  
**by the**  
**Governor of the State of California**

**WHEREAS**, educated consumers are a critical component of the proper functioning of the free market economy, with consumer education often the most cost effective and least intrusive form of consumer protection;

**WHEREAS**, every year California's consumers, particularly the elderly, fall victim to consumer crimes, scams, and rip-offs perpetrated by unscrupulous individuals, losing untold amounts of money;

**WHEREAS**, consumer crime adversely affects not only consumers but also the state's retail and service businesses, resulting in higher prices for all Californians;

**WHEREAS**, educating California residents about precautions to take when making purchases, particularly by mail, telephone, or over the Internet, can significantly reduce the number of victims of, and dollars lost to, consumer crime;

**WHEREAS**, educated consumers know how to avoid common consumer scams and are also aware of the steps to take to equitably resolve disputes that may arise over purchases from reputable businesses;

**WHEREAS**, educated consumers know how and where to report suspected perpetrators of consumer crimes and can help eliminate them from the marketplace;

**WHEREAS**, throughout the year numerous local, state, and federal government agencies, as well as private groups, perform valuable consumer protection and education functions;

**WHEREAS**, the yearly observance of Consumer Information Month will focus on the importance of being an educated consumer, increase public awareness of consumer crime; and acknowledge the combined efforts of citizens, government, and private organizations to improve consumer rights in California;

**NOW, THEREFORE, I, PETE WILSON**, Governor of the State of California, do hereby proclaim October 1998 as Consumer Information Month in California, and urge all residents to learn their consumer rights and remedies.

**IN WITNESS WHEREOF I** have hereunto set my hand  
and caused the Great Seal of the State of California to  
be affixed this 25<sup>th</sup> day of September.



*Pete Wilson*  
Governor of California

ATTEST:  
*Bill Jones*  
Secretary of State